

# JARED WOODEN

MARKETER. MANAGER. GEEK.

## CORE SKILLS

AGILE PROJECT MANAGEMENT	✓ ✓ ✓ ✓ ✓
CAMPAIGN STRATEGY & ANALYTICS	✓ ✓ ✓ ✓ ✓
IA/UX/UI PLANNING & DESIGN	✓ ✓ ✓ ✓ ✓
FRONT-END DEVELOPMENT	✓ ✓ ✓ ✓
VIDEO & MOTION GFX PRODUCTION	✓ ✓ ✓ ✓
SEARCH ENGINE OPTIMIZATION	✓ ✓ ✓ ✓
PPC & DISPLAY MANAGEMENT	✓ ✓ ✓
MARKETING AUTOMATION & CRM	✓ ✓ ✓
EMAIL MARKETING	✓ ✓ ✓

## EXPERIENCE

### WEB DEVELOPMENT MANAGER FEBRUARY 2013-PRESENT INTERNET MARKETING INC.

Managed a tight-knit team of designers, developers & project managers in an effort to create user-oriented web experiences for clients ranging from small & medium sized businesses up to large enterprise.

Increased average project profitability by 80% in first year.

Grew average monthly department revenue by over 250% in less than two years by creating efficient processes & implementing scalable project management methodologies.

Responsible for launching 40+ web projects to date including Wordpress, Magento, & Drupal websites in addition to fully custom web-based applications including several complex proprietary web service integrations.

Introduced several tools to speed up various processes such as content planning, prototyping, UI design, subversioning, bug tracking & AB/multivariate testing.

Developed & implemented entirely new process for responsive web design & development, focusing on a mobile first approach. Introduced effective Bootstrap 2/3 workflows, including the production several websites using the Roots boilerplate theme for Wordpress and LESS/Grunt technologies.

### SENIOR PROJECT MANAGER MAY 2012-FEBRUARY 2013 WEB VIDEO VISION

Worked directly with the client to determine needs & created initiatives based on those needs.

Organized projects & tasks between business development, design & development teams to ensure on time delivery within allocated budget.

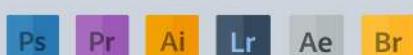
Created an in-depth QA process to ensure quality & timely delivery of all products.

### PROJECT MANAGER JANUARY 2008-FEBRUARY 2013 ILLUMO DESIGN

Ensured quality & timeliness on end-to-end web design & development projects for small to medium sized businesses and various digital marketing agencies.

Assisted business development in exceeding 2012 sales goals by 40% by acquiring new clients, developing ongoing relationships with agency partners, and upselling existing clients into additional projects & services.

## TECHNICAL EXPERTISE



ADobe CREATIVE CLOUD



HTML, CSS, JQUERY



WORDPRESS, MAGENTO, DRUPAL



MICROSOFT OFFICE & PROJECT

## EDUCATION

- 2012 ASSOCIATE OF ARTS, COLORADO MOUNTAIN COLLEGE
- 2013 CISCO CERTIFIED NETWORKING ASSOCIATE (CCNA)
- 2014 GOOGLE ANALYTICS CERTIFIED INDIVIDUAL